

FAMOUS PLAYERS THEATRES

NATIONAL

Ballyhoo

COMPILED AND
EDITED BY
DAN KRENDEL

SERVE • SAVE • SELL AND PROFIT WITH SHOWMANSHIP!

VOL. 1 - NO. 2

FEBRUARY 24, 1956

COMMUNICATION OF IDEAS

I have a note from Mr. Fitzgibbons, and he passes along this very pertinent bit of logic ... "A top executive when asked what he thought was the most important skill of a successful administrator, replied ... 'COMMUNICATION OF IDEAS' ... and in this respect, 'Communication' means not only 'Sounding off and being understood,' but also TAKING IN, digesting, and then putting into practice those ideas."

And that makes me wonder ... what happens to all the tried and proven merchandising ideas which are regularly reported in the pages of our trade press? What happens to the prize-winning campaigns which are selected by panels of professional and critical specialists in the art of selling the product which keeps us in business? Are they skimmed over lightly and then promptly forgotten? Are they read at all? Are they simply lost in the shuffle of our daily routine?

Week after week I read accounts of selling activities in every part of the world ... good, solid selling of theatre tickets, and that seems to be the end of it. Seldom if ever do I see one of our men pick up an idea ... a pre-tested idea ... chew it over and then adapt it to his own needs. It seems such a waste, such a dissipation of brain power to let an idea die aborning. I have tried and tried to analyze this negative psychology, and just can't seem to come up with a satisfactory answer. Is there a hidden resistance to adding dignity and stature to the originator of the idea? Is there a fear of being criticized for copying someone else's creative effort? Man, that's the foundation our business is built on ... profiting by one another's experience.

Consistent and sustained salesmanship ... or, call it Showmanship if you will, and the manner in which it is applied, is the truest barometer of our worth to our company ... and, let's face it ... to ourselves.

Let's not be Prima Donnas ... let's start communicating our ideas ... to each other, through the medium of these pages. Let us absorb and put into practice the ideas and suggestions we read and hear about. Let us copy, if we must, the ideas developed by other showmen ... but let us also develop new slants and new ideas of our own. That's Showmanship ... and the true measure of our success as representative Showmen.

D.E.K.

FAMOUS PLAYERS CANADIAN CORPORATION



1200 ROYAL BANK BLDG., TORONTO

CONGRATULATIONS JAMES P. McD.

Our genial district manager of the Maritimes, Jimmy McDonough has just been elected president of the Halifax Theatre Managers Association, and I for one can't possibly think of a better choice. Jimmy did a lot of good work, and created a lot of good public relations for our theatres and our industry when he served in a similar capacity in Hamilton. I'm sure he'll do as well for you lads in Halifax.

Congratulations James ... keep up the good work, boy ... and keep right on that ball.

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MAUDE BRAYFORD HONOURED

One Sunday evening a few weeks ago, I was privileged to be present at a little dinner party in Oshawa. The occasion was the retirement of Maude Brayford - assistant to Al Hartshorn - after thirty two years of service to our company. It was a sentiment-packed evening, and a nice tribute to a very valued employee. The dinner was attended by members of the Regent staff, newspaper men, and the managers of the other three theatres in the city. Jack Arthur drove down from Toronto ... and Maudie was very thrilled. She was presented with gifts from our company, the theatre staff, and the other theatres. Al Hartshorn did a nice job of M.C.ing the affair.

The Oshawa Times-Gazette carried columns and columns of copy, and several pictures, as a tribute to a gracious lady who had served her community so long and so well. We add our own wishes to those of all her friends, for a long and very happy life ... and Maudie ... do come out of retirement once in a while, visit the gang at the Regent, and say Hello ... huh?

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BACK IN HARNESS

Al Troyer wasn't felling so good last week, and had to take a couple of days off for consultations with old Doc Sawbones ... Glad to see you back Al ... and hope everything's O.K. Now I see that Dick Geering is in the hospital, undergoing repairs. Take it easy boy ... and hope you're back in shape again before too long. After all ... I'm still waiting for that story you promised me ... remember?

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CONGRATULATIONS JEAN

I don't know why I'm congratulating her ... I mean my secretary Jean Callendar, since it looks like I'll be looking for a new Girl Friday ... but she's sporting a sparkler, and has a sparkle in her eyes these days ... and the reason ... she has just become engaged to an awfully nice guy ... Allan Rogers ... and they'll amble down that long aisle come this May 18th. Congratulations Jean and Allan ... from all of us in the Famous Family.

THE \$69,771.00 QUESTION

Yes ... IT ... meaning your confection sales profit, could have been \$69,771.00 - brother, what a lot of cabbage - greater in 1955 had you taken just normal, ordinary precautions in the administration of your confection business. It's a staggering figure, and I handed Jack a couple of arguments, but he showed me in plain dollars and cents, situation by situation, that this was the amount we actually lost through wastage which could have been avoided by proper control.

One theatre lost 10,000 - .10¢ drinks ... another just couldn't account for - and get this - 17,000 boxes of popcorn, representing over twelve hundred pounds of corn, and so on, and so on. That stuff just doesn't walk away fellows ... but your profits do. T.C.L. went to a lot of trouble to prepare the figures which you received a few days ago covering your confection operation. They're not happy, and neither are we, and we've got to do something about it ... RIGHT NOW.

Let's start by giving our PERSONAL attention to our confection counters ... Don't just delegate that duty to one of the kids around the theatre ... DO IT YOURSELF. And ... check the results, which means inventory as well, yourself. You know how many drinks you're supposed to get to a gallon of syrup ... Make sure that you get them. You also know how many boxes of popcorn you should get from a hundred pound bag of raw corn ... CHECK and make sure that you GET IT.

Make sure that your staff members aren't nibbling, or sipping drinks ... Sure we love 'em ... but let's also be sensible about it. If you leave corn in your warmer overnight, make sure that it's tightly locked. Surprising just how much of it can disappear between the time you close up at night and the time you open again the next noon.

Read your wastage report again guys ... and this time let's do something about it. Follow the sensible instructions at the bottom of the sheet. Look after YOUR BUSINESS, fellows, and your business will continue to LOOK AFTER YOU.

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ELMER THEATRE PARTIES

Our ELMER safety parties, with very few exceptions, have proven an unqualified success. Many managers have written in asking when they can start another series. Some managers haven't even taken the trouble to get going on their first one. Too much trouble I guess.

In order that he may take care of our prize requirements, Jack Fitzgibbons MUST KNOW how many managers intend to go ahead with this deal during the current year. Please fellows ... if you're planning a series of ELMER parties, drop a note to your district manager TODAY, so that he can pass the information along to Jack. If we don't hear from you we can only assume that you simply are NOT INTERESTED. How about it, huh?

EASTER'S ON THE WAY

Just glanced at my calendar ... and could hardly believe it. We're nearing the end of February ... and that means that Easter is just around the corner, and you know what that means. To be specific, March 30th is Good Friday, and then we're into Easter week, and thousands of restless youngsters will spill out of their schools ... and thousands of parents will get a few more grey hairs wondering what to do with the small fry until they're safely back at school.

And that's where YOU step into the picture brother ... YOU can solve the problem for all those parents, who I hope are your adult customers. YOU can take care of their kids, through the medium of carefully planned entertainment for them, whether it takes the form of special morning shows, matinee parties or what have you. Too soon to think about it? Don't be silly ... the next four weeks will slip by before you can say 'antidisestablishmentarianism' ... Hope I got it right ...

Get crackin' fellow ... make your plans, but don't forget to let your booker in on it too. He can be a big help you know. And ... the sooner you contact him, the better choice of product you'll have. Let's not be caught napping guys ...

Easter's coming ... BE READY FOR IT.

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MORE HONOURS FOR F.P. MEN

Just read my copy of the February 11th issue of MOTION PICTURE HERALD ... did you? If you'll turn to the Better Refreshment Merchandising section you will see seventeen citation winners listed ... all seventeen cited for their excellent handling of their confection business ... and, get this. Of the seventeen, selected from every part of the United States and Canada, more than half ... EIGHT TO BE EXACT, are members of our Famous family of managers.

Take a bow fellows ... and I mean, Art Cauley, Allan Easson, Bob Harvey, Don Shackelford, Freeman Skinner, Martin White, Hillary Howes and Bill Wilson. Our congratulations on a fine job of confection merchandising, and - let's keep up the good work.

And fellows ... Jack Fitzgibbons has just reminded me that there's an even twenty five bucks waiting for every one of you who winds up in the final list of winners which will be published in a coming issue of the Herald. Don't rest on your laurels ... unless you can eat 'em ... Twenty five smackeroots can be yours ... IF YOU WANT IT. Go after that dough guys, and let's see a few more familiar names in future listings, huh?

Remember guys ... If you don't send in your entries you just can't be listed as a winner. This isn't a crystal ball deal.

"ADULT" ATTRACTIONS

This word of caution may only apply to Ontario, where all pics are labelled "adult" or "general" - and those that fall into the "adult" classification must be so advertised both in the newspapers and on the theatre front, according to a pattern prescribed by the Theatre Inspection Branch. Don't try to outsmart the department, fellows ... the few who have tried were issued a strict warning, and a couple found themselves facing prosecution. "Silver" ain't kidding .., and his inspectors are on the watch for violators. If an attraction is labelled "adult" ... treat it as such, and follow the rules.

And ... THIS IS IMPORTANT. An "Adult" classification DOES NOT MEAN that the picture is restricted, and that children are not permitted to see it. The tag is for the guidance of the parents only, and you are not to deny the children admission, providing they come in during those hours permitted under the act.

As you know, a good many of our week-end pictures are classified "adult" ... and we'd be in fine shape if we were to close our doors to the small fry. I know of one instance where a manager strictly refused to admit kids to his Saturday matinees, and his business dropped to nil. As a matter of fact, this is the only case I can recall where on one particular Saturday he didn't have A SINGLE CHILD in the theatre. Don't be like that, guys ... If the parents have no objections ... certainly you have no right to set yourself up as their censor. So follow this rule ... Unless a picture is definitely classified as RESTRICTED do not deny any child the right to see it ... providing of course, that you have properly advertised its "adult" classification.

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CANADIAN PICTURE PIONEERS

Fellows ... for those of you who are unaware of it, every member of our own Twenty Five Year Club is eligible for membership in the Canadian Picture Pioneers, an organization of showmen who have served in our industry for at least a quarter of a century.

The Pioneers do a lot of good work, details of which never hit the public press ... in fact, no one outside of the permanent directors of our Benevolent Fund actually know how, or to whom the funds are dispensed ... and that is as it should be.

Suffice it to say that many an old timer who has fallen on bad times has had his dignity and his morale restored through the fine undercover work of our Pioneers. The dues are very nominal, and there is a branch in every exchange centre across Canada. We're looking for new members, and if you qualify, we'd like to have you join our ranks.

If you can't get an application form locally ... a line to us will see one on the way to you toot sweet.

THOSE QUIGLEY AWARDS

Glad to see that at least a couple of our guys received awards for the fourth quarter of the annual competition. Mel Jolley winds up in first place, with nearly a page devoted to the grand job he has done on the Junior Press Club deal at the Century theatre in Hamilton. If you've been following Mel's work with the youngsters, in co-operation with the local Spectator, you'll realize what a lot of good P.R. he has created ... and he has now entered the second year, I believe, of this now famous, Sat-ayem Famous Fun Festival. Nice going Mel.

Citations also went to Jimmy Cameron of the Lakehead, and Bob Harvey of the Capitol in North Bay. Congratulations lads, and hope at least one of our gang cops top honours when the year's results are announced shortly. How about some of the rest of you Ballyhoosers hitting the Round Table headlines? T'ain't hard. All you have to do is give it an honest try.

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THOSE TEENERS AGAIN

Are you really trying to attract that teen-age business we've so often talked about? All I know is this ... those men who really do something about it ... not just talk ... are getting more and more students into their theatres, and it's beginning to show in their results. The ones who just don't care, simply have no results to report. It's as simple as that.

National Theatres conducted an interesting poll as to the teen-age tastes recently. There's a good story on page 18 of the February 4th Motion Picture Herald. Tells you what they'll buy and what they won't.

I think you may find some interesting facts and figures. If you haven't read it ... dig up the copy I refer to and make a study of it. Can't hurt ... and it could help you.

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SHOWMANSHIP SWEEPSTAKES

Just another reminder that there's one hundred smackeroots each and every week for the best piece of showmandizing, offered by Motion Picture Exhibitor. Some of our lads have already had a taste ... and they like it. How about the rest of you reaching out for some of that prize dough?

If you're playing Republic's LAST COMMAND, or R.K.O.'s PANCHO VILLA you can win yourself an additional five hundred bucks. The details are carried in each week's M.P. Exhibitor.

It'd be nice some week to have an extra six hundred potatoes added to the old pay envelope ... huh? Well, what are you waiting for?

THEY SERVE, SAVE AND SELL

BERT WIBER of the Capitol in Edmonton passes along this hint ... His Boxoffice is exposed on three sides, and in the sub-zero weather, which is not uncommon in that part of the country, it can get mighty uncomfortable for the gal selling tickets ... and it's only natural that the moment she ejects a ticket, she wastes no time in slamming the flap shut, to keep out the icy blasts. Sometimes it could give a customer the impression that "We've got your dough ... now scram." So Bert did something about it.

He bought a simple, neat, and certainly inexpensive kitchen exhaust fan ... total cost, \$20.00 ... and installed it on the lobby side of the boxoffice. This draws warm air from the lobby and pressurizes the boxoffice, eliminating the need for keeping the ticket flap closed. Also makes it a lot more comfortable for his cashier.

I'd say this was good thinking ... and may work for some of the other lads whose cashiers constantly complain of cases of frostbite. Worth thinking about.

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BILL CULLUM who hangs his hat at the Regent in Ottawa has this to suggest for the improvement of his confection bar operation. A special note book is kept on the bar at all times, and the attendants are trained to list all items requested by patrons, and which are not normally carried in stock. Once a week these items are tabulated and a study made as to their sales potential.

The duds are weeded out and orders placed for the more likely movers. This has worked out fine for Bill ... and it can for YOU too. Just good, common horse sense, and the desire to improve your business is all that is required.

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LES MITCHELL, head man of the Capitol in Welland was in Brockville one day, arranging to move his family to their new home, and noticed an editorial in the local daily titled "Television and Movies." It was a good story, slanted our way, and Les took a copy along to Welland with him. He contacted the editor of the Tribune, showed him the editorial, and lo and behold, the next day it appeared in full, with proper credit to its source.

Just proves again fellows ... if you've got something of general interest, your paper will play ball with you, even to the point where they'll copy something from another newspaper. All it takes is a little salesmanship ... and that, of course means that same old Showmanship we're always talking about.

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Oh yes ... when a picture you've got coming is given a boost by one of the top T.V. personalities, do you take the trouble to slant at least one of your ads to the T.V. maniacs in your own community? Try it ... It pays off.

JIM MITCHELL of the Paramount in St. John passes along this idea for what it may be worth. We've talked in the past about prolonging the life of wash cloths and dusters by having the cleaners wash them. Some get so dirty that rinsing them by hand doesn't do much good. Jim suggests that we do what most service stations have been doing for a long time ... and that is, purchase an old washing machine ... and many can be picked up for as little as ten bucks, then toss the dusters in and let the machine do the job.

One of his friends who operates a service station told Jim that he did just that and paid for the machine in one month. Could be a thought there somewhere.

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ART CAULEY out Peterboro way sends me a note which tickled me somewhat. Art's pretty good at controlling his costs, and it is a rare occasion indeed when he isn't within his budget ... We're always yucking about the need for tighter control of our long distance telephone calls ... Well, for the first time in Art's memory ... and mine ... a whole month has gone by without a single L.D. call to or from his theatre.

You know what? There's a good reason for it. Art does all his communicating via the mails, and finds that a five cent stamp, if used in good time, can save a dollar phone call.

Try it sometime ... huh?

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IVAN ACKERY is famous for many things ... the most recent being his Personality Parades. Maybe you can't do everything that Ack does ... although I don't know why you can't try ... However here's something you can, and should do, if you need those extra bucks in your theatre.

Nearly every town the country over has an organization made up of local amateur magicians, and generally known as the Magic Circle. The members love appearing in public, and I guess they have just as much fun as the spectators. Ack cashed in on this and invited the local group to headline one of his shows. The result ... a packed house, and just as good ... a terrific pic in the local daily, showing a couple of the amateur Houdinis giving Ack a going over ... with good credits for this particular show and his Personality Parades in general.

Now here's something you CAN do in your town ... that is, if you want to, of course. Do a little checking guys ... and you 'll be surprised what you can come up with.

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Have you ordered the new popcorn advertising display being handed out for free by the lads at T.C.L.? They were generous enough to offer additional copies, just for the asking. All you have to do is drop them a line. Got one to spare?

PRACTICAL SHOWMANSHIP

You'll have to be good to get into this column ... and believe me, we're not going to publish thirty or forty pages, crediting managers with having placed a few stills around town, or printing a few thousand heralds, or distributing a handful of window cards. This is for Showmen practicing practical Showmanship ... and I don't think I can make it any clearer than that. YOU can make these pages ... it's easy. All you have to do is be a Showman as well as the manager of your theatre ... but, what am I saying? In our business you can't be one without the other, can you?

If you don't find yourself listed don't be disappointed. Keep snowing me under with your entries ... sooner or later you're bound to make it. But fellows ... make it good. Limitation of space will make it impossible to list you all, so we'll just have to select the better selling jobs for this portion of our BALLYHOO, and they will be submitted to the judging panel for possible prize awards.

Keep the stuff coming, guys ... it's all read, studied, and, I hope - but it's really up to you - reproduced in these pages. Well ... let's see what we have to offer this week.

EMPRESS - EDMONTON

Fred Varlow had DAY OF TRIUMPH booked, and as the results of his engagement indicate, did a good selling job on it. Fred arranged an advance screening for all local clergy. At the end of the screening, one of the Special Events reporters from the local radio station C H E D taped interviews with several of the church officials and clergy, all of whom were very high in their praise of the picture. The tapes were then edited, transferred to a record and broadcast ... as a courtesy ... several times during the engagement. Fred tells us that this radio coverage sold plenty of tickets for him ... as a matter of fact he was forced to hold over.

Attendance at this preview was by invitation, and Fred introduced an innovation. He had the guests keep their cards, and at the end of the show asked them to write their comments on the reverse side. Most of them did ... and all were good. He then posted a number of these cards on a display frame headed ... "Here is what the Edmonton clergy have to say about DAY OF TRIUMPH ..." Made good reading, and sold tickets. Nice going.

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Don't overlook your radio, fellows ... More and more distributors insist on at least a portion of their "assist" being used on the air. As a matter of fact I see copies of interesting reports from Winnipeg and Vancouver, crediting the radio time with having substantially upped the grosses on DESPERATE HOURS. If you have this attraction coming, give serious consideration to using at least a portion of your advertising budget with your local station.

CENTURY - HAMILTON

Mel Jolley sez that he doesn't care how many people stay home and watch T.V. ... on SUNDAY that is, and he even encouraged them to do so recently. Learning that Shirley Jones, one of the stars in CAROUSEL was to appear on Ed Sullivan's show, he tossed a few lines of type into his Saturday ad ... It read thusly ... "Watch the Ed Sullivan Show tomorrow night and see Shirley Jones star of CAROUSEL, which is coming soon to the Century." "It's better than a trailer" comments Mel, "And more people will see it." Makes sense.

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PARAMOUNT - KENORA

When Jerry Duggan was playing HANSEL AND GRETEL he did a selling job on the schools in the neighbouring community of Keewatin ... three miles from Kenora - and arranged for them to charter four special busses one afternoon to transport the small fry to his theatre. Didn't hurt his results, believe me.

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SHEAS - TORONTO

Len Bishop is a ver-r-r-y modest sort of guy ... just hates to appear in public ... unless one twists his wrist, just a little that is. Kidding aside, Len is in pretty solid with the local newspaper and radio fraternity, and when they can do him a good turn they do. Recently, a local department store name of Simpson's conducted a Home-makers Show ... every day for two weeks. To each session were invited local celebs, who acted as a panel, and the whole deal was carried over the air-waves ...

Len was invited to participate on one of these panels, and I have a photo before me showing our genial Leonard, and in pretty good company too ... I recognize Alex Barris, local newspaper columnist, Dr. Alan Secord, and Joan Fairfax, T.V. favourite. Since the panelists are permitted to discourse on any subject they choose, Len just managed to hog about ten minutes to talk about PICNIC, one of his upcoming attractions. He got away with it until he started quoting admission prices and schedules ... That's what I call good personal P.R., and that means naturally good P.R. for your theatre.

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ORPHEUM - SOO

Olga Frenette reports that they finally landed a winner in their weekly Foto-Nite, and one of the customers wound up with a cool thousand bucks. Olga really cashed in on this ... and through her connections (?) got herself some terrific publicity over all three local radio stations, on both sides of the river. She has also arranged to appear with the winner on the "Woman's World" program on the local T.V. and you may be sure there will be frequent references to ORPHEUM and the current attractions.

CAPITOL - CHATHAM

I've got some swell samples of excellent Public Relations from Harry Wilson ... but then, the guy's an expert at that sort of thing, and we're not too surprised.

Hockey is quite a deal in Chatham, and has given Harry many a headache in the past. He decided to make it work for him, at least for one night, and invited the whole team to be his guests and appear on his stage for an interview. The newspaper played along, and I see a full page, heralding Thursday as being the Maroon's (name of the hockey team) night at the Capitol. Lots of pics and lots of theatre mention. By some strange coincidence I notice that most of the participating merchants who made the page possible, carry some reference to ALWAYS FAIR WEATHER in their copy. Pretty neat, I'd say.

I see another good picture in the daily ... this time of Harry being presented with a framed portrait of our Queen ... by a local I.O.D.E. chapter, in appreciation of the many courtesies extended them by the theatre. The Chatham Daily News really played this up, and C F C O taped the proceedings which were later included in their newscast and on a special p.m. program.

All this is good stuff, fellows ... and keeps customers, and potential customers interested in our business and your own particular theatre. Let's have more of it, huh?

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DOWNTOWN - HAMILTON

We've always wondered when somebody would come up with marquee billing for a double bill which would read a little differently to the muchly overworked "Two Big Hits" ... and looks like Paul Turnbull can claim our standing offer of a fur-trimmed garter for the winner. Recently he played the double bill WAYWARD WIFE and OUTLAW GIRL, and startled passers by with this copy on his marquee ... GINA LOLLOBRIGIDA VS. SILVANA MANGANO ... with brief explanatory copy. I think it's good, and certainly different.

For his date on MAD AT THE WORLD (Where do they dig them up ...?) Paul arranged four good tie-ups with down town merchants, each contributing nearly a full window. PARIS FOLLIES OF 1956 gave him a chance to dress up a local music store, and also a couple of the travel agencies. I see snap of an excellent lobby display used as advance for FLAME OF THE ISLANDS. Paul's always dreaming up something ... that's why his name appears so often in the various trade magazines ... and naturally, our columns. Keep it up boy.

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When the results on any specific attraction are not quite up to snuff, the first question asked by the execs. is "What was done to properly sell it?" Sometimes that's a toughie to answer, and we have to do a lot of improvising ... which we don't like ... YOU can give us the answer before the question is tossed out.

IMPERIAL - TORONTO

The Imperial is a big house ... with an awful lot of seats to fill, and Russ McKibbin is just the boy who can do it. Let's see how he handled HELEN OF TROY.

Russ started by mailing personal invitations to every school principal and two teachers from each school, to a special preview. At the screening Russ gave each one in attendance a special H.O.T. brochure, provided by Warner Brothers, at no cost. At the conclusion of the screening an open discussion was held on the educational merits of the picture. Since the Imperial does not have a special student price, Russ made a deal, and offered to supply the schools with books of .50¢ tickets for direct sale to the students for this attraction. He got rid of something over 200 books in this manner, and played to more students than he had seen in some time.

And ... this is good thinking. When the engagement of HELEN OF TROY came to a conclusion, some of the schools still had tickets on hand, and were quite disturbed about it. Russ arranged with the Nortown theatre to which the pic was moved, to accept these tickets, and everybody was pleased. This turned out to be an excellent bit of P.R. with the schools in the city, and meant plenty of extra bucks at the old B.O. Good stuff.

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CAPITOL - FORT WILLIAM

SINCERELY YOURS had already played the Colonial in Pt. Arthur, and was booked into the Capitol. Business hadn't been too good, and Jimmy Cameron got together with the boys and worked out a plan. First of all he discarded the usual type of newspaper ad. In the first one I see a picture of his staff, surrounding a large cut-out of Liberace ... The body of the ad, in addition to standard pressbook copy contains endorsements ... NOT by the manager ... but personal endorsements by every member of the staff, with copy to wit ... "The Capitol theatre staff who know something about pictures, having seen a lot of them, heartily recommend this picture ... Reading from left to right, here are their comments ..." In every succeeding ad, Jimmy used personal endorsements by well known local citizens ... from the sports, music etc. worlds, also housewives and prominent professional men.

Jimmy held staff meetings daily ... impregnated the members with so much enthusiasm that they WANTED to get out and boost the picture. The results, and you may believe me, were sensational ... and that's something to say for Liberace ... in fact so much so, that it was booked back into the Colonial on a "By popular demand" basis, and get this ... the picture grossed \$200.00 more than the house average for the three mid-week days.

The moral is this, fellows ... and I've said it countless times in the past. Don't be afraid of something new ... a new and novel approach to a sales problem. Jimmy tried it, and it paid off. It can for you too ... but YOU'VE got to do something about it.

CAPITOL - HALIFAX

I have a note from assistant manager Jack Stevens, and note that they used the school approach to the HELEN OF TROY selling. The teachers in all local high schools were contacted personally and one school paper carried a full half page story on H.O.T. Four 1-sheet displays were placed in every school in the city. All local mail leaving the theatre had small ads cut out of the press sheet pasted on the envelope as advance publicity.

After much missionary work, the local daily now has a section titled "Movies in Halifax" ... written by a staff reporter ... and from the looks of some of it, the stuff must be written by J. McD ... and you guess who I mean.

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REGENT - OSHAWA

The second in Al Hartshorn's Teeners Advisory Council meetings has been held and it was every bit as successful as the original. Over 300 girls attended, and the guest speaker was one of the prominent Toronto hair stylists who delivered a very interesting address and chalk-talk on the care and styling of the hair. Needless to say, the gals ate it up.

Trailers on several coming attractions were shown, and the kids were served refreshments ... promoted for the occasion from several of the suppliers. The next meeting is scheduled for later this month, and Al tells me it'll top them all ... in fact he has such a terrific deal cooking he won't even let me in on the details. Will report it in an early issue.

Anybody else got a Teeners' deal going yet? If not, why? Too much work?

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CAPITOL - WELLAND

Les Mitchell had ESCAPE TO BURMA booked ... studied his press book and noted the tie up with the Lewyt Vacuum Cleaner people. His local dealer wouldn't go along, so Les wrote a letter to the home office in New York, and what do you think happened? You're right ... They kicked in one of their de-luxe jobs ... and the dealer changed his mind and played ball.

A nice lobby display was set up ... Several good newspaper ads were run, with the cost shared by the theatre and the dealer ... and the night the prize was drawn for, a Tribune photographer just happened to be around, and the following day a pic of the presentation, with good theatre credit, appeared in the paper.

This is just one way of going after a deal ... This guy Mitchell just doesn't take no for an answer. That's why he's got so many irons in the fire ... figuring that at least a reasonable percentage will come through for him. Good thinking.

CONGRATULATIONS ROBERT

Just got my copy of the current issue of EXHIBITOR ... and as always I right away quick turned to the Showmanship Sweepstakes department, and what do you know? Number one on the hit parade is our own Bob Harvey from up North Bay way.

Bob was declared winner of first prize for the excellence of his selling activities in behalf of ROSE TATTOO, which were reported in these pages a couple of issues back. It's a distinct honor to be awarded top spot by the very fussy judges ... and, I guess the accompanying 'C' note comes in handy too. Congratulations Bob ... don't let Eileen read this, or I know what'll happen to the bill.

There haven't been quite as many winners from our Canadian gang as I'd like to see ... wonder why? Can it be that you guys just don't think it important enough to send your stuff in? Of course I'm prejudiced ... but I've seen some stuff that in my opinion is definitely prize material, which was passed over lightly by the lads in New York ... I refer particularly to the terrific Teeners' deal in Oshawa which was reported many months back. It was a very definite first in its line ... but ... not even a mention. Well, I suppose they have a certain measuring stick to go by.

However ... keep slugging guys, and keep flooding them with your entries. If Bob can do it, so can many of the rest of you ... It's nice to be a winner, huh Robert? Just like I keep telling you, Consistency is bound to pay off.

...
...x.x.x.x.x...

Well ... guess we've reached the end of another issue of our bulletin. As discouraging as it gets at times ... trying to build up an issue out of the odds and ends which reach my desk ... along comes a deal like this Showmanship Sweepstakes win of Bob Harvey's, and gives me a real lift again. I know that you guys can do it ... and this is the practical evidence, and the practical pay-off. The EXHIBITOR rewards outstanding showmandizing ... EVERY WEEK ... in concrete form. Showmanship can't be as dead as some people would have us believe. Maybe they just don't read their trade press as carefully as they might.

Well ... the season of annual vacations is here, and what are YOU planning to do with yours? Goin' fishing? Or maybe you're gonna pack the family in that old jalopy and do a little touring this summer? Drop me a note so we can tell the rest of our gang what your plans are. Maybe it'll give some of the rest of 'em an idea ... and I know they want to hear of your activities ... personal as well as on a business level.

Take it easy on the highways, eh guys? Read and obey all the traffic signs, and the messages on those giant billboards put up by the various Provincial departments of highways. Drive carefully and SAFELY ... 'The Life You Save May Be Your Own.' In the meantime, keep sluggin' and keep right on Ballyhoooin' ... huh? See you in a couple of weeks.

Dan Krendel